

# Perceived Effects of Social Media Self Efficacy on Informational Use, Loneliness and Self Esteem Among Seniors

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## ABSTRACT

This study investigates the perceived effects of social media self-efficacy on informational use, loneliness, and self-esteem among older adults in San Francisco, Luna, Apayao. Grounded in Bandura's self-efficacy theory, the Uses and Gratifications Theory, and Self-Determination Theory, the research explores how seniors' confidence in using social media platforms influences their ability to seek information, maintain social connections, and foster psychological well-being. Employing a quantitative research design complemented by interviews, the study utilizes standardized instruments-including the Social Media Self-Efficacy Scale, Information Use Scale, UCLA Loneliness Scale, and Rosenberg Self-Esteem Scale-to collect data from purposively selected seniors aged 60 and above who are active social media users. Findings are anticipated to reveal significant relationships between social media self-efficacy and the dependent variables, suggesting that higher self-efficacy correlates with increased informational use, reduced loneliness, and enhanced self-esteem. The results aim to inform targeted interventions, digital literacy initiatives, and support programs tailored for older adults in rural communities, contributing to the broader understanding of digital engagement and well-being among seniors.

**Keywords:** Social media self-efficacy, informational use, loneliness, self-esteem, older adults, seniors, digital literacy, Bandura's self-efficacy theory, Uses and Gratifications Theory

## 1. INTRODUCTION

The widespread use of social media has significantly transformed how people seek information, connect, and perceive themselves globally. As social media becomes increasingly integrated into daily life, understanding its multifaceted effects is crucial. Social media self-efficacy, an individual's confidence in effectively using these platforms, plays a key role in shaping users' interactions and outcomes [1].

Research on adults' technology use has gained attention worldwide, recognizing its influence on their involvement in modern society. In the United States, social media use among adults has nearly tripled over the past decade, facilitating connection and access to information [2]. Similarly, in Europe, there's been an increase in social media adoption among seniors, leading to decreased loneliness and enhanced self-esteem [3]. In countries like Japan and South Korea, older individuals use media to bridge generational divides and maintain social bonds, crucial for their emotional well-being [4].

A study of older Chinese adults found that higher social media self-efficacy correlated with increased informational use, reduced loneliness, enhanced self-esteem, and greater happiness [7]. Kusumota also supports this, highlighting media use's potential to diminish loneliness and social isolation among older

adults [5]. The World Health Organization (WHO) cautions that neglecting older adults in development plans can lead to distress, exclusion, and neglect [6], especially given their increased vulnerability with age.

Social media self-efficacy influences how older adults navigate these platforms, affecting their access to information and the quality of their online interactions [1]. Positive self-efficacy can enhance information-seeking behaviors, enabling older adults to stay informed about current events, health information, and social activities [8]. This, in turn, can foster connectedness and reduce loneliness.

Conversely, social media can present challenges, such as cyberbullying, misinformation, and social comparison, which can negatively impact self-esteem [9]. The balance between these positive and negative effects depends on an individual's ability to use social media confidently and responsibly. While social media can mitigate loneliness and enhance social support, contributing to improved social and emotional well-being [10], its effectiveness in reducing loneliness depends on factors like self-disclosure and active participation in social networks [11].

In Luna, Apayao, the uptake of social media among adults has been striking. Luna's peaceful scenery and close-knit communities provide a setting to explore how social media impacts the well-being of its aging population. Understanding the local context, including available resources and support systems, is crucial for evaluating how to enhance social media self-efficacy to improve older adults' well-being. Localized research and case studies can offer insights into effective strategies for fostering digital confidence in specific communities [2]. Filipino adults are spending more time on social media than ever before, peaking in 2022 [12]. For individuals aged 60 and above, there's often a desire for attention from family, but younger members are often preoccupied. As a result, older adults might turn to social media to compensate, seeking validation and self-esteem boosts [13].

While numerous studies have discussed the pros and cons of social media use, gaps remain, particularly regarding social media self-efficacy. While past research has shown social media can reduce loneliness and enhance information access, the specific role of self-efficacy in achieving these results across contexts is unclear. To address this, a more detailed comparison of social media use among older adults in different cultural contexts is needed, highlighting unique challenges and opportunities. A comprehensive overview of the specific challenges and opportunities faced by older adults in different cultural contexts is also necessary.

While prior research has focused broadly on social media use among older adults, this study focuses on social media self-efficacy—the confidence older adults have in their ability to use social media effectively. This focus is unique because it considers not only the frequency but also the quality and confidence of use, which can have varying effects on well-being, such as loneliness and self-esteem.

This research aims to explore how boosting adults' confidence in using social media can positively impact their mental well-being and social connections. As more seniors join social media, it's important to uncover factors that can improve their experiences and maximize the benefits. By focusing on social media self-efficacy, this study seeks to offer insights for literacy initiatives and interventions aimed at supporting older adults in Luna. By conducting a parallel study in Luna, this research seeks to validate and extend previous findings, providing valuable insights for targeted interventions and support programs tailored to older adults in rural communities. This research is intended for educators, policymakers, platform designers, stakeholders in Luna, and researchers. Furthermore, the research will contribute to a broader understanding of social media and its effects on older adults.

### Statement of the Problem

This study aims to investigate the perceived effects of social media self-efficacy on informational use, feelings of loneliness, and self-esteem among older adults in San Francisco, Luna, Apayao.

**Specifically, it seeks to answer the following questions:**

1. What is the Demographic Profile of the respondents in terms of:
2. age
3. sex
4. educational attainment
5. occupation
6. What social media and its frequency of use is utilized by the respondents?
7. What is the Perceived effect of social media among the respondents in terms of:
8. information use,
9. loneliness,
10. self-esteem?
11. Is there any significant relationship between demographic profile and social media self-efficacy?
12. Is there any significant relationship between demographic profile and social media use?
13. Is there any significant relationship between social media use and social media self-efficacy?

### Hypotheses:

- There is no significant difference on the effect of social media self-efficacy when grouped according to the respondent profile.
- There is no significant relationship between the demographic profile of the respondents and **social media self-efficacy**.
- There is no significant relationship between the demographic profile of the respondents and **social media use**.
- There is no significant relationship between **social media use and social media self-efficacy**.

### Theoretical Framework

The conceptual framework is rooted in Bandura's self-efficacy theory, which emphasizes the importance of self-efficacy beliefs in shaping individuals' behavior and outcomes. Social media self-efficacy, derived from this theory, refers to older adults' perceived confidence in their ability to effectively use social media platforms [14]. In this study, higher social media self-efficacy is expected to lead to more proactive and confident use of social media for information and social interaction.

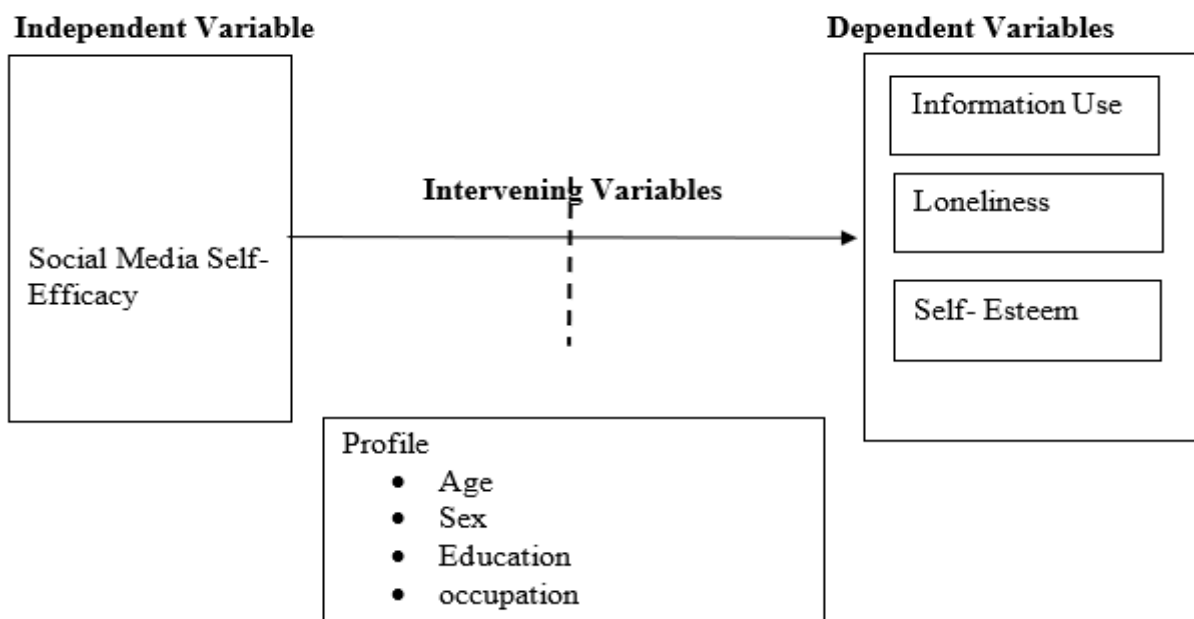
Similarly, the Uses and Gratifications Theory (UGT) suggests that individuals actively seek out media to satisfy specific needs, such as information, social interaction, and entertainment [15]. This theory can explain why older adults with higher social media self-efficacy are more likely to use social media effectively to meet their needs, leading to reduced loneliness and increased self-esteem. Moreover, Self-Determination Theory (SDT) posits that individuals are driven by a need for autonomy, competence, and relatedness, which can be enhanced through confident use of social media platforms to fulfill these psychological needs [16].

Research indicates that social media can play a significant role in reducing loneliness by enhancing social connections, especially when users feel confident in their ability to use these platforms effectively [19]. For instance, after researching with a vast amount of data from Facebook, some scholars assert a strong

correlation between social media and loneliness, although this connection sometimes becomes blurred due to many influencing factors [17]. The findings from Utz et al [18], based on other platform data, support this view. Studies specifically focusing on older adults have demonstrated that higher social media self-efficacy is associated with reduced feelings of loneliness [20]. This suggests that when older adults are more adept at using social media, they can maintain and enhance their social connections, thereby mitigating loneliness.

Positive interactions and feedback on social media can significantly enhance self-esteem, particularly when individuals feel capable of presenting themselves effectively online. Research has found that positive social media interactions contribute to adolescents' well-being and social self-esteem, a concept that can be extended to older adults [21]. Research by Chen and Gao highlights a direct relationship between social media self-efficacy and psychological outcomes such as reduced loneliness and increased self-esteem among older adults [22]. This indicates that higher social media self-efficacy can enhance self-esteem through successful and positive social media engagement.

In this study, the researcher aims to explore the intricate interplay between social media self-efficacy, information use, feelings of loneliness, and self-esteem among older adults. Social media self-efficacy will be examined as a key predictor, reflecting older adults' confidence in navigating and utilizing social media platforms effectively. It is hypothesized that higher levels of social media self-efficacy will correlate positively with increased information use, potentially empowering older adults to seek and engage with diverse sources of information online. Moreover, the study seeks to investigate whether enhanced social media self-efficacy correlates with reduced feelings of loneliness among older adults, possibly due to increased social connectivity facilitated by digital interactions. Additionally, the research will explore whether higher social media self-efficacy is associated with improved self-esteem, potentially influenced by positive interactions and feedback received through social media channels. By elucidating these relationships, the study aims to provide insights into the psychological and social dynamics of older adults' engagement with social media, highlighting potential avenues for promoting well-being and digital literacy in this demographic.



**Figure 1. Research Paradigm**

Based on the paradigm guiding this study, the input encompasses several key variables and their relationships. The independent variable is social media self-efficacy, representing older adults' perceived ability to effectively use social media platforms. The intervening variables are expected to play crucial roles in shaping the dependent variables: information use, loneliness, and self-esteem among older adults. Information use refers to how older adults gather and utilize information via social media, while loneliness pertains to their feelings of social isolation. Self-esteem reflects their overall sense of self-worth. By exploring these interconnected variables within the paradigm, the study aims to uncover nuanced insights into how social media interactions impact the well-being and information behaviors of older adults.

### **Limitation of the Study**

No study has been conducted in the Barangay of San Francisco, the researcher will conduct a parallel study to the barangay. This study was limited only on the effects of social media self-efficacy to information use, loneliness and self-esteem among older adults of San Francisco, Luna, Apayao. The respondents were limited to those who are using the social media ages 60 years old and up. Among the 94 senior citizen in San Francisco, Luna only seven (7) will be purposively picked by the researcher.

## **2. METHODOLOGY**

### **Research Design**

This study adopted a quantitative research design, utilizing surveys to investigate the relationships between social media self-efficacy and its effects on informational use, loneliness, and self-esteem. To complement the quantitative data, interviews were incorporated to provide contextual depth and support the interpretation of the findings.

### **Locale of the Study**

The study will be conducted at San Francisco, Luna, Apayao. Luna, Apayao. It was chosen as the research location due to its unique demographic characteristics and social media usage patterns among older adults.

### **Respondents of the Study**

The respondent of the study will be the older adults in San Francisco, Luna, Apayao, age 60 and up who are engaged in social media platforms. The researcher will use a purposive sampling, among the total population of 94 individual, only seven (7) who are using social media will be selected.

### **Research Instruments**

This study adopts a quantitative research design, primarily utilizing standardized survey instruments to examine the perceived effects of social media self-efficacy on informational use, loneliness, and self-esteem among seniors in Luna, Apayao. The main tools for data collection include the Social Media Self-Efficacy Scale (SMSES) [25], Information Use Scale [26], UCLA Loneliness Scale [27], and Rosenberg Self-Esteem Scale [28]. The researcher will make use of the established questionnaire from previous study. To ensure appropriateness for the target population, the researcher will conduct pilot testing with a small sample of respondents. Based on the feedback and results from the pilot, minor adjustments may be made to maintain the tools' reliability and contextual relevance.

In addition to survey data, interviews will be conducted to gather supporting insights into the participants' experiences and perceptions regarding social media use. These interviews aim to provide contextual depth to the quantitative findings, particularly in understanding how social media self-efficacy may influence their social connections, loneliness, and self-esteem [29].

## Research Procedure

The researcher will prepare respondents' consent forms, seek approval from the Barangay Chairman and Senior Citizen President, administer the survey in-person, and subsequently conduct interviews or focus groups for a more detailed exploration of respondents' experiences and perspectives. Throughout this process, strict adherence to ethical guidelines, including obtaining informed consent, ensuring privacy and confidentiality, and addressing any potential concerns, will be maintained.

## Statistical Treatment of Data

The researcher will analyze the quantitative data from surveys using statistical techniques such as computation of the descriptive statistics (mean). Correlation analysis calculates Pearson correlation coefficients to examine the relationships between social media self-efficacy and each dependent variable (informational use, loneliness, and self-esteem).

Finally, findings from quantitative analyses can be integrated to provide a comprehensive understanding of the relationships between social media self-efficacy and its effects on informational use, loneliness, and self-esteem among older adults in Luna, Apayao.

## 3. RESULTS AND DISCUSSION

This chapter presents the findings derived from the collected data, organizing the tables in a sequential manner to address the questions outlined in the problem statement. Additionally, it discusses the implications arising from these findings.

### The Demographic profile of the respondents

		Frequency	%
<b>Age</b>	60-65	6	86%
	66-70	1	14%
<b>Sex</b>	Male	3	43%
	Female	4	57%
<b>Educational Attainment</b>	High School Level	2	29%
	High School Graduate	1	14%
	College Level	1	14%
	College Graduate	3	43%
<b>Occupation (before retirement)</b>	Teaching	2	29%
	Farming	3	43%
	OFW	1	14%
	House Wife	1	14%
<b>Occupation (after retirement)</b>	Entrepreneurship	1	14%
	Farming	2	29%
	None	4	57%

**Table 1. Demographic Information of the Respondents**

Table 1 presents the demographic Information of the respondents, where majority were females. The respondents consist of 3 males and 4 females, with the majority aged 60-65 years old, while one falls within the 66-70 age group. The respondents exhibit varying educational backgrounds. Two reached high



school level, but did not graduate. One completed high school. One pursued college but did not finish. Three respondents are college graduates, indicating a relatively high educational attainment among the sample.

The occupational background of the respondent before retirement showed diverse occupations. Three were involved in farming, highlighting agriculture as a dominant livelihood in the area. Two were teachers, demonstrating the presence of professionals among the elderly population. One was an Overseas Filipino Worker (OFW), reflecting the common trend of migration for employment opportunities. One was a housewife, indicating traditional gender roles in domestic responsibilities. After retirement, occupational engagement shifted significantly. Four respondents reported having no current occupation, suggesting full retirement. Two continued farming, indicating that some elderly individuals remain active in agriculture, possibly for subsistence or supplemental income. One respondent became business-oriented, suggesting an entrepreneurial approach to post-retirement financial stability.

### What social media and its frequency of use is utilized by the respondents?

		Frequency	%
Frequency of social media use	Daily	7	100%
	Weekly		
Social media use	Facebook	7	47%
	Youtube	4	27%
	Tiktok	1	7%
	Others : <u>Shopee</u>	3	20%

**Table 2: Social media and its frequency of use is utilized by the respondent**

The study reveals that all respondents (100%) use social media daily, which is noteworthy given the common perception that older adults engage less with technology. This indicates a high level of digital literacy among the senior citizens of San Francisco, Luna, Apayao

All respondents used multiple social media apps. Of the 7 respondents, all used Facebook, 4 used YouTube, 1 used Tiktok, and 3 used other platforms like Shopee for their online shopping.

The initial results provide a revealing insight into the patterns of digital engagement among older adults residing in San Francisco, Luna, Apayao. Contrary to some assumptions, the data reveals a near-universal daily use of social media within this community [30]. This robust engagement, particularly with platforms like Facebook and YouTube, underscores the increasing integration of digital tools into the daily lives of older Filipinos in this locale [31,32]. The preference for specific platforms suggests these serve as key channels for connection and information access within this demographic [33]. Consequently, these platforms present significant opportunities for disseminating vital information and fostering social connectedness within the community [34,35]. Should further analysis reveal a link between confidence in using these platforms and positive well-being indicators, it would highlight the potential for digital literacy initiatives to enhance the lives of older adults in the region [36].

## The effect of social media self-efficacy among the respondents as revealed by the social media self-efficacy

**Table 3a: The perceived effect of social media among the respondents as revealed by the social media self-efficacy in terms of information use**

Content	Frequency	Rank
News and politics	7	1
Medication and diseases	5	2
Planting and pet keeping	5	2
Cooking	4	3
Dancing	4	3
Literature	4	3
Diet and health	3	4
Financial management and e-commerce	3	4
Fitness and exercise	3	4
Human geography and tourism	3	4
Sports	3	4
Housework skills	2	5
Instruments and vocal music	2	5
Art, painting and handicraft	1	6

The ranking of the respondents' responses in the effect of social media efficacy in terms of information use revealed that the lowest (most used) rank is 1 (News and politics). This implies that most or all the respondents use social media as a way to be informed on what is happening around them.

The highest rank recorded is 6 (Art, painting, and handicraft) which indicates that the respondents are not much into the use of social media for this category.

The data further revealed that topics like News and Politics (Rank 1), Medication and Diseases (Rank 2), and Planting and Pet Keeping (Rank 2) suggest that users feel highly confident in using social media for acquiring and utilizing information in these areas.

Cooking, Dancing, and Literature (Rank 3) signified that respondents engage in these topics but may not feel as confident as in the top-ranked areas.

Health, Tourism, Sports, and E-commerce (Rank 4) are still widely used but with slightly lower confidence in leveraging social media for informational purposes.

Housework Skills and Music (Rank 5) and Art, Painting, and Handicraft (Rank 6) indicate that respondents might find it harder to utilize social media effectively for these areas, possibly due to a lack of structured resources or personal interest.

The rankings simply indicate that social media self-efficacy significantly varies depending on the type of information use. Respondents feel most confident in acquiring and applying information related to news, health, and daily practical knowledge.

The findings suggest that older adults are most confident using social media for practical and familiar topics like news, health, and daily activities. This implies that social media self-efficacy among seniors is highly topic-dependent, shaped by perceived relevance and prior knowledge. These results highlight the



need for tailored digital literacy programs that build confidence in underutilized content areas, especially those with long-term cognitive or health benefits [7,37,38,39].

**Table 3b: The perceived effect of social media among the respondents as revealed by the social media self-efficacy in terms of loneliness**

Statements	Mean Rating	Interpretation
<b>I feel I lack companionship.</b> (Kurang ti pannakikadkaduak.)	3.86	Lonely
<b>I feel isolated from other.</b> (Mariknak a nailaksid nak kadagiti dadduma.)	3.86	Lonely
<b>I feel left out by others and the society.</b> (Mariknak a mabatbati nak kadagiti dadduma ken ti komunidad.)	3.86	Lonely
Overall Mean Rating	3.86	Lonely

**Legend: 4.20-5.00 -Very lonely; 3.40-4.19 -lonely; 2.60-3.39 -moderate; 1.80-2.59 -not much; 1.20-1.79 – not lonely**

Table 3b present the computed mean rating for loneliness is all 3.86, which implied that there is a uniform perception of loneliness across the three indicators. This results in the lack of variability in scores, suggesting that respondents are experiencing loneliness consistently across different dimensions (lack of companionship, isolation, and feeling left out by society). This uniformity could indicate that loneliness is a prevalent and stable sentiment among respondents rather than a fluctuating emotional state. This finding is supported by studies showing that loneliness is a consistent emotional experience among elderly adults and strongly associated with social and emotional factors rather than momentary experiences [7].

The data further reflected the idea that if social media self-efficacy in information use is high, respondents may use social media to seek companionship, support, and social connection. However, if self-efficacy is low, respondents may struggle to utilize social media effectively for reducing loneliness, leading to persistent feelings of isolation.

This is supported by research demonstrating that higher social media self-efficacy is associated with lower loneliness and higher self-esteem among older adults [7]. Moreover, increased use of social media for maintaining communication with close social ties is found to reduce loneliness by enhancing social support and contact frequency [6].

Research also indicates that the mere use of social media without adequate digital skills may not effectively reduce loneliness and, in some cases, may even exacerbate it, especially among individuals with low media literacy [40]. Thus, improving digital skills and social media self-efficacy among the elderly is crucial for leveraging social media as a tool to combat loneliness effectively.

**Table 3c: The perceived effect of social media among the respondents as revealed by the social media self-efficacy in terms of self-esteem**

Statements	Mean Rating	Interpretation
<b>I feel confident about my skills to use social media.</b> (Adda ti pinagtalek ko ti kakayahak nga agusar ti social media.)	4.86	Very high

<b>I feel confident about my ability to find desired information on social media.</b> (Tiwala ak iti abilidad ko a agbiruk ti kayat ko a impormasyon iti social media.)	4.86	Very high
<b>I often produce content on social media.</b> (Kanaun nak nga agaramid ti content idjay social media.)	4.14	High
<b>I often consume content on social media.</b> (kanayon nak a agus-usar ti content iti social media.)	4.14	High
<b>Overall Mean Rating</b>	<b>4.50</b>	<b>Very high</b>

**Legend: 4.20-5.00 -Very high; 3.40-4.19 -high; 2.60-3.39 -moderate; 1.80-2.59 -low; 1.20-1.79 – very low**

The table revealed that the highest-rated self-esteem factors relate to confidence in social media skills and information retrieval (4.86) while content production and consumption are rated lower (4.14) which indicate that while respondents are confident in using social media for information and skills, they may be less engaged in actively creating or consuming content.

The high self-esteem scores in confidence-related aspects (skills and information retrieval) implied that respondents who feel competent in using social media tend to have higher self-esteem in digital spaces. This aligns with previous research indicating that digital literacy and self-efficacy contribute to greater confidence and self-worth in online interactions [7].

On the other hand, the slightly lower scores in content production (4.14) and consumption (4.14) revealed that passive and active engagement with social media does not necessarily boost self-esteem as much as having confidence in digital skills does. This further implied that while respondents feel capable, they may not actively express themselves or participate in social media to the same extent.

The data showed that if social media self-efficacy is strengthened further (e.g., through digital training or confidence-building activities), it may enhance both self-esteem and active engagement in content creation and interaction. Hence, encouraging respondents to produce content could be an avenue to improve digital self-expression and boost self-worth.

This aligned with Chen and Gao's finding that emotional support and informational use, rather than age or education, were key benefits for those with high self-efficacy [7]. Similarly, Yu et al. highlighted the mediating role of social support and emotional well-being in enhancing self-efficacy and subjective well-being on digital platforms [41]. Ma et al. also found that social media-provided support improved self-efficacy in older workers across demographic backgrounds [42]. However, Nie et al. noted that demographics could indirectly affect self-efficacy by influencing social media access and usage [37]. While the current findings showed no direct demographic impact on self-efficacy, addressing access inequalities and providing social and emotional support are crucial for equitable digital inclusion among older adults.

**Is there any relationship between the respondents' demographic profile and social media self-efficacy?**

**Table 4: Relationship between the respondents' demographic profile and social media self-efficacy**

Profile	r-computed	r- tabular	Interpretation for r
Age	0.189	0.707	Not Significant
Sex	0.000	0.707	Not Significant
Educational Attainment	0.100	0.707	Not Significant
Occupation Before Retirement	0.120	0.707	Not Significant
Occupation After Retirement	0.180	0.707	Not Significant

**critical value of r 5%=0.707**

**\* significant relationship**

The correlation analysis presented in Table 4 reveals no statistically significant relationships between demographic variables (age, sex, educational attainment, occupation before and after retirement) and social media self-efficacy among the respondents. The r-computed values for all examined demographic profiles (Age: 0.189, Sex: 0.000, Educational Attainment: 0.100, Occupation Before Retirement: 0.120, and Occupation After Retirement: 0.180) were considerably lower than the absolute r-tabular value of 0.707. Consequently, the null hypothesis, positing no significant linear association between these demographic factors and SMSE, is supported for each variable. This suggests that demographic characteristics do not significantly influence social media self-efficacy in this particular population.

Several studies align with these findings, demonstrating minimal or no correlation between demographic factors and social media self-efficacy. Aziz's research investigating demographic characteristics' impact on social media attitudes found that while age influenced some relationships with social media use, gender and marital status had no significant impact on attitudes or behavioral intentions toward social media use [43]. This supports the current finding that sex has a correlation coefficient of exactly 0.000 with social media self-efficacy.

Similarly, Jin and Ibrarhim's study on self-efficacy and social media usage noted that social media's relationship with self-efficacy operates primarily through other mechanisms such as access to learning resources, time management, and motivation, rather than through demographic characteristics [44]. They highlight that self-efficacy is more closely linked to psychological factors and usage patterns than to demographic variables, which aligns with the current findings showing minimal correlations with demographic factors.

However, other research presents contradicting evidence. A study by the International Global Business Research organization found that gender and previous online experience influence internet self-efficacy, with female students demonstrating greater self-efficacy in online learning environments [45]. This contrasts with the current finding showing no correlation between sex and social media self-efficacy.

Additionally, a longitudinal investigation by Frontiers in Psychology revealed significant gender differences in the relationship between social media use, emotional self-efficacy, and psychological outcomes. They found that for girls, but not boys, the effect of social media use on outcomes was moderated by emotional self-efficacy levels [46]. This suggests that gender may indeed play a role in how self-efficacy interacts with social media use and outcomes, contradicting the lack of correlation found in the current study.

These findings suggest that within this particular population of older adults, demographic variables may not be useful predictors of social media self-efficacy. For practitioners developing digital literacy interventions for older adults, these results indicate that tailoring approaches based solely on demographic characteristics may be less effective than considering individual psychological factors or prior experience. Future research should investigate other potential determinants of social media self-efficacy in older adults, such as cognitive abilities, technology experience, and social support networks.

## Is there any relationship between the respondents' demographic profile and social media use?

**Table 5: Relationship between the respondents' demographic profile and social media use**

Profile	Social media use		
	r-computed	r-tabular	Decision
Age	0.42	0.707	Not Significant
Sex	-0.47	0.707	Not Significant
Educational Attainment	0.26	0.707	Not Significant
Occupation Before Retirement	-0.46	0.707	Not Significant
Occupation After Retirement	-0.28	0.707	Not Significant

The computed correlation coefficient ( $r$ ) for each variable was compared against the critical value of 0.707 at the 0.05 significance level. Any computed  $r$ -value less than the  $r$ -tabular indicates a non-significant relationship.

The correlation between age and social media usage was  $r = 0.42$ . Since this is less than the critical value of 0.707, the relationship is not statistically significant. This suggests that age does not have a significant linear relationship with the respondents' overall social media use.

The correlation between sex and social media usage was  $r = -0.47$ . As this value is also below 0.707, the result is not significant. This implies that gender does not significantly influence how respondents use social media.

The computed correlation coefficient between educational attainment and frequency of social media use was  $r = 0.26$ , which is well below the  $r$ -tabular value of 0.707. This indicates a non-significant relationship, suggesting that educational attainment does not significantly affect respondents' use of social media.

The correlation between occupation before retirement and social media usage was  $r = -0.46$ , which is less than the critical value, thus showing no significant relationship. This means that a person's former occupation does not significantly relate to their social media usage.

Similarly, the correlation for occupation after retirement was  $r = -0.28$ , which is also below the threshold for significance. Therefore, occupation after retirement does not have a statistically significant relationship with how often or in what ways the respondents use social media.

Several studies align with these findings. Aziz's research investigating demographic characteristics' impact on social media attitudes found that while age influenced the relationship between trust and attitudes towards social media, gender and marital status had no significant impact on attitudes or behavioral intention to use social media [43]. This partially supports the current finding regarding the non-significant correlation between sex and social media use.

Additionally, some research suggests that as social media becomes more widespread across demographic groups, traditional demographic predictors become less important. The nearly universal adoption of social

media platforms has reduced previously observed demographic variations in usage patterns [47]. This supports our findings of non-significant relationships between demographic variables and social media use.

However, other research presents contradicting evidence. Lennon et al.'s study examining relationships between demographic variables and social networking found significant differences in antecedent beliefs and attitudes toward social networks based on gender, age, marital status, and parenthood [47,48]. Their findings demonstrated that "More positive attitudes toward social networks were expressed by females compared to males, those under 30 compared to those 30 and older, singles compared to divorced participants, and those participants without children compared to those with children" [47].

Similarly, Igere and Achugbue's research on demographic factors as determinants of social media addiction among undergraduate students found that "age and gender positively determine social media addiction" with their multiple regression analysis revealing that demographic factors significantly determine addiction ( $F=61.043$ ,  $p<0.001$ ) [49]. Their study revealed that demographic factors accounted for 31.5% of social media addiction variance, directly contradicting our findings of non-significant relationships.

These findings suggest that in this particular population, demographic variables may not be strong predictors of social media use. For practitioners developing social media strategies targeting older adults, these results indicate that tailoring approaches based solely on demographic characteristics may be less effective than considering other factors like technological self-efficacy, prior experience, or psychographic variables. However, the moderate (though non-significant) correlations with age ( $r=0.42$ ) and sex ( $r=-0.47$ ) suggest these variables may still have practical relevance, even if not meeting the statistical threshold set for this study.

Future research should investigate whether these relationships might be moderated or mediated by other variables not included in the current analysis, such as technology access, digital literacy skills, or social network characteristics. Additionally, lowering the significance threshold or increasing sample size might reveal whether these moderate correlations represent meaningful relationships that didn't meet the stringent statistical criteria applied in this study.

## Is there any relationship between social media use and social media self-efficacy?

**Table 6: Relationship between the frequency of social media use and social media self-efficacy**

	Social media self-efficacy		
	r-computed	r-tabular	Decision
<b>Frequency of social media use</b>	0.603	0.707	Not Significant

Table 6 presents the correlation analysis between the frequency of social media use and social media self-efficacy. The computed correlation coefficient ( $r = 0.603$ ) did not reach the critical value of 0.707, indicating that the relationship is not statistically significant at the 0.05 level. This result suggests that, within this sample, higher frequency of social media use does not strongly or significantly predict greater self-efficacy in using social media.

Several studies support the finding that frequency of social media use is not always a significant predictor of self-efficacy. Study of Jin and Ibrahim (2023) found that while social media use can enhance digital skills, its direct relationship with self-efficacy is often mediated by factors such as digital literacy and

motivation, rather than frequency of use alone [50]. Similarly, Su et al. (2023) reported that self-efficacy in online learning environments is more closely tied to individual psychological traits and prior experience than to mere frequency of platform use [51].

Conversely, some research has found a significant positive relationship between social media use frequency and self-efficacy. Jia et al. (2024) demonstrated that increased social media engagement could improve users' self-efficacy through enhanced social support and opportunities for skill development [52]. In educational contexts, Hu et al. (2024) showed that students who participated more frequently in social media-assisted courses reported higher learning self-efficacy, suggesting that regular use can foster confidence and competence [53].

These findings suggest that simply increasing the frequency of social media use may not be sufficient to enhance self-efficacy among users. The non-significant correlation in this study underscores the need to consider moderating factors such as social support, purpose of use, and individual differences when examining the social media use–self-efficacy link, as frequency alone may not be a sufficient predictor.

#### **4. SUMMARY, CONCLUSION, AND RECOMMENDATIONS**

##### **Summary**

This study explored the perceived effects of social media self-efficacy use among Seniors in San Francisco, Luna, Apayao, focusing on their self-efficacy, loneliness, and self-esteem. A quantitative research design using descriptive statistics and correlation analysis. Seven older adults participated, sharing their experiences with social media use and responding to surveys assessing self-efficacy and psychological well-being. Of the respondents, the majority (6) were aged 60–65 years old, with one participant aged 66–70. There were more females (4) than males (3). In terms of educational attainment, three were college graduates, two reached high school level without graduating, one completed high school, and one attended college without completing the degree. Most had farming backgrounds before retirement, while others were teachers, overseas workers, or housewives. After retirement, most were not engaged in any occupation, while some pursued farming or small businesses. All participants used social media daily.

Quantitative findings showed no significant differences in social media self-efficacy when grouped by demographic characteristics such as age, sex, educational attainment, and occupation before or after retirement. Correlation analysis similarly indicated no relationships between demographic profiles and self-efficacy levels and social media use. There is no relationship between social media use and social media self-efficacy as well.

##### **Conclusion**

1. The findings of this study reveal that social media has become an integral part of the daily lives of older adults in San Francisco, Luna, Apayao, serving as a vital tool for communication, information access, and entertainment.
2. Social media not only helped reduce feelings of loneliness but also contributed to enhancing their self-esteem, particularly when interactions were active and meaningful.
3. The overall impact of social media was positive.
4. The study found that there is no significant differences in social media self-efficacy when grouped according to demographic factors such as age, sex, educational attainment, or occupation.



## Recommendations

**Based on the findings of this study, the following recommendations are proposed:**

1. Implement regular digital literacy training programs for older adults in San Francisco, Luna, Apayao. These programs should focus on basic social media navigation, privacy management, identifying credible information, and safe online practices.
2. Encourage continuous family support by involving younger family members in assisting older adults in learning and using social media. Intergenerational tech mentoring should be promoted at the household and community levels.
3. Promote the development of senior-friendly social media content and platforms to ensure ease of access, relevance, and inclusivity for older adults.
4. Establish partnerships between local government units (LGUs), schools, and community organizations to facilitate technology mentoring initiatives where youth volunteers assist senior citizens in enhancing their digital skills.
5. Foster online communities and support groups that cater to older adults, helping them stay socially connected, emotionally supported, and actively engaged even when physical interaction is limited.
6. Future studies may explore longitudinal impacts of digital engagement among older adults or investigate interventions that further enhance self-efficacy and digital well-being in rural communities.

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